

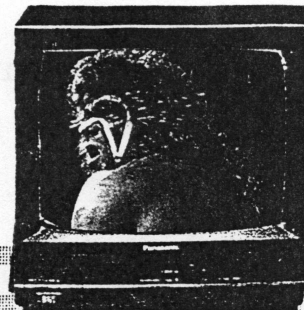


MATWATCH

16 Robin Hood Lane Jackson TN 38305

JULY 23-29

VOL. 3, No. 4



Midyear Perceptions

HALFWAY POINT: WHO'S ON FIRST???

Time for the old make-'em-mad-in-Milwaukee point of view. With ring wars three weeks beyond the midpoint of 1990, we offer our evaluations of the best and worst thus far, according to categories in the annual MATWATCH TV AWARDS balloting. Officials of the various wrestling organizations will not necessarily agree with the editor's choices but if they believe in the First Amendment, will defend to the death his right to publish them.

BEST BROADCAST/CABLE TV MATCH: 1. Ric Flair vs. Brian Pillman, WCW: It was classic Flair and one had the impression Brian was drinking in all he could. 2. Southern Boys vs. Midnight Express, WORLD WIDE: The upset which put the "Boys" over. 3. Arn Anderson vs. Great Muta, POWER HOUR. The one where Arn won the TV belt but the roles should have been reversed.

BEST PPV MATCH: 1. Hulk Hogan vs. Ultimate Warrior, WRESTLEMANIA: I know. I know. Better wrestling technique has been demonstrated but you couldn't top the booking, the heat and the post-match. 2. M Ex vs. S. Boys, BASH: The best-wrestled match of '90 PPV.

3. Flair vs. Lex Luger, WRESTLE WAR '90: Even with the finish, it was a tremendous contest.

BEST NEW CHARACTERS: 1. El Gigante, NWA: He'll have to back it up in the ring but he's tremendously over. 2. Wrestling School Dropout, ICW: He didn't last long but he was so funny. 3. Earthquake, WWF: John Tenta has played the character name to perfection.

BEST COMEDIAN: 1. Jim Cornette, NWA: His MTV appearance was priceless. 2. Terry Funk, NWA: His recent radio call-in guest shots have been even funnier than his color work. 3. Theodore R. Long, NWA: Teddy's yell-offs with Lance Russell are savers.

BEST LIVE TV SUPERCARD: 1. WRESTLEMANIA, WWF: From a TV standpoint, the impact of the finale made the difference. 2. GREAT AMERICAN BASH, NWA: Best NWA effort this year. 3. TEXAS SHOOTOUT: One of the most entertaining of CLASH specs.

BEST PLAY-BY-PLAY ANNOUNCER: 1. Jim Ross, NWA: His Flair-Sting call kept him on top. 2. Tony Schiavone, WWF/NWA: Only by a smidgen. ROYAL RUMBLE was his best ever. 3. Chris Cruise, NWA: Too bad what happened with him.

BEST COLOR COMMENTATOR: 1. Terry Funk, NWA: Too bad what happened with him. 2. Jesse Ventura, WWF: The best again, now that Terry's gone. 3. Jerry Lawler, USWA: As articulate and witty as they come.

BEST WEEKLY SERIES: 1. WORLD CHAMPIONSHIP WRESTLING, NWA: But Jim Herd better be good on his word to keep it out of the all-squash variety. 2. SUPERSTARS OF WRESTLING, WWF: Has had better angles than anyone this year. 3. USWA/MEMPHIS: Has had good late rally with Snowman & Eddie Gilbert angles.

BEST TV ANGLE: 1. Earthquake attacks Hogan, WWF: The best-executed in impact. 2. Sting slaps Luger, WRESTLE WAR: An angle-within-a-match dramatically photographed. 3. Eddie



Gilbert attacks Memphis TV fan, USWA: Brian C. Hildebrand is a new legend, thanks to Eddie.

BEST TV BRAWL: 1. Billy Jack Haynes vs. Rip Oliver, PORTLAND: Everyone got into this one and it was like an old UWF blowout. 2. Kerry Von Erich vs. Matt Borne, USWA: Into the parking lot, clone of Gilbert-Lawler '88 but still good.

MEMORABLE TV MOMENT: 1. Ultimate Warrior pins Hogan, WWF: The torch passing was dramatic after so many false finishes. 2. Hogan presenting belt to Warrior, WWF: An emotional post-match, even if you aren't a Titan fan. 3. Sting beats Flair, NWA BASH: Second only to Hogan-Warrior for drama.

BEST SINGLE TV PERFORMANCE: 1. Vince McMahon, WWF: for acting job during and after Earthquake attack on Hogan. 2. Hogan, WWF: for "un-retirement" interview. 3. Nick Patrick/Jim Cornette, NWA: for shadowboxing exchange at WRESTLE WAR.

BEST TV TURN: 1. Eddie Gilbert, USWA: It only took Eddie one week to put him back where he should be and he was magnificent. 2. Billy Jack Haynes, PORTLAND: One of the least expected and best-executed. 3. Ricky Santana/Curtis Thompson, PORTLAND: The NWA could have made Ricky Santana Noriega and capitalized on current events but didn't.

RISING STAR OF THE YEAR: 1. Earthquake, WWF: John Tenta went from an undercard Japan wrestler to a hotter angle than the WWF champion has. 2. Southern Boys, NWA: The image is wrong for much of America but these guys are on their way. 3. Sapphire, WWF: Tons of fun.

OUTSTANDING TV PERSONALITY: 1. Terry Funk, NWA: He won't be #1 at the end of the year because of his absence but I didn't want to miss him. 2. Jim Cornette, NWA: His regular presence on a weekly series is missed. 3. Paul E. Dangerously, NWA: His DANGER ZONES are like rediscovering an old toy.

WORST PPV MATCH: 1. Earthquake vs. Hercules, WRESTLEMANIA: Reruns of CISCO KID were more exciting. 2. Freebirds vs. Zenk/Pillman, WW'90: A major disappointment. 3. Jim Duggan vs. Dino Bravo, WW6: Just going through the motions.

WORST NEW CHARACTER: 1. Truckdriver Norman, NWA: Appears to be a Bugsy McGraw clone. 2. Tugboat, WWF: I just don't like it. 3. Wrecking Crew, NWA: A stopgap effort which looked it.

WORST SUPERCARD: 1. CAPITOL COMBAT, NWA: simply for the disappointments but no runners-up can be found.

WORST WEEKLY SERIES: 1. SOUTHEASTERN CHAMPIONSHIP: As I've said, it's WRESTLING'S FUNNIEST HOME VIDEOS. 2. CHICAGO CHAMPIONSHIP: More of a dud than Milk Duds. 3. IWA: The worst part is its 13-week deal with SPORTSCHANNEL.

WORST PLAY-BY-PLAY ANNOUNCER: 1. J.C. Carson, SOUTHEASTERN: Enough to make make sour milk have appeal. 2. John

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MIDYEAR POLL (Cont. from Page 1)

Heath, PWF: About like a month-old razor blade. 3. Tim Dix, SCW: A far better manager than announcer.

WORST COLOR COMMENTATOR: 1. Hillbilly Jim, WWF: Has he really been with this group 6 years? 2. Ole Anderson, NWA: His short stint with Schiavone was just plain mean. 3. Tony Rumble, ICW: I wish Bob Dow wasn't saddled with him.

WORST TV ANGLE: 1. Rocky King as Buckwheat, NWA: Even if Ole's booking holds an audience, this was a racial embarrassment. 2. Toni & Jeannie Adams fight over Chris, USWA: One of the most sexist storylines ever. 3. Bill Dundee wins Tessa, USWA: Again, strike one for those who believe woman is an object to be pawned by man.

WORST TV TURN: No absolutely disastrous ones. No award.

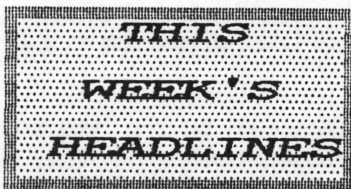
DECLINING STAR OF THE YEAR: 1. Tully Blanchard, WWF/Ind.: The old story of outta sight, outta mind. 2. Terry Taylor, WWF/IWA: He'll be back in a big way before year's end but is a phantom act right now. 3. Cactus Jack Manson, NWA/Ind.: Was bumped faster than Dale Earnhardt drives and was given a humiliating brushoff during the first Rocky King angle.

WORST IDEA: 1. NWA racial angles: if it got heat, it was cheap heat and an embarrassment for TBS. 2. Women abuse angles, USWA: same promotion, second year. 3. Tommy Rich vs. Harley Race at the BASH: Ten years too late.

WORST SINGLE PERFORMANCE: 1. Vince McMahon, WWF: for relating Brutus Beefcake's injury to his title quest. 2. Leon Spinks, USWA: for interviews during Jerry Lawler angles. 3. El Gigante, NWA, for standing around and watching as Horsemen roamed at CAPITOL COMBAT.

WORST TV PERSONALITY: 1. J.C. Carson, SOUTHEASTERN: Has to be seen not to be believed. 2. Leon Spinks, USWA: I wish Lawler had left him be. 3. Honeybee, WINDY CITY: Why was this person ever assigned to do interviews?

Many, if not most of these will change by the end of our evaluation period Nov. 30. A lot will depend on who books the groups and who gets hot. I expect Taylor to bounce back if he rejoins the NWA and if Manson resurfaces in a major group, his potential is only being scratched. What's the keynote of this year is, except for the emotional impact of Hogan-Warrior, there's hardly a clear-cut winner in any category---no blowout choice. Which will make for arguable balloting at year's end.



GOODHART PLANS "ARMAGEDDON"

JACKSON TN---Independent promoter Joel Goodhart has announced plans for a September spectacular, AUTUMN ARMAGEDDON.

Goodhart released details during an appearance of his SQUARED CIRCLE ALL-STARS here July 15. The tentative lineup includes Steve Williams & Terry Gordy vs. The Wild Samoans, Terry Funk vs. Jerry Lawler, Terry Taylor (if not with the NWA) vs. Adrian Street, Manny Fernandez vs. Abdullah the Butcher and Eddie Gilbert vs. Cactus Jack.

The card is scheduled Sept. 15 and also includes a hair match between two Philadelphia locals and a reverse cage match. Goodhart has booked the Philadelphia Civic Center's Pennsylvania Hall for ARMAGEDDON.

STING, SID COULD HEADLINE HAVOC

ATLANTA---While too early to be cemented, initial speculation centers on a Sting vs. Sid Vicious main event for the Oct. 27 HALLOWEEN HAVOC in Chicago.

Inside sources say Vicious and several other young stars will begin to get significant pushes in late summer and early fall.

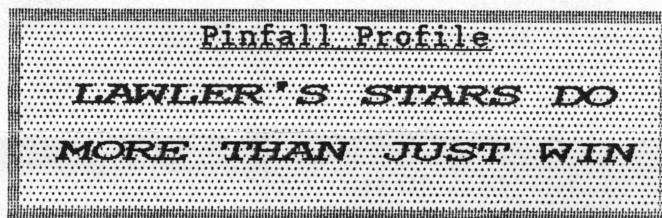
In addition, sources outside the promotion are saying an Arn Anderson/Barry Windham vs. DOOM world tag title match is another HAVOC possibility. NWA executive vice president Jim Herd was on the West Coast and not available for comment.

IS WGN/NWA DEAL ON AGAIN? NEW DATE BEING TOLD

ATLANTA---After three previously announced dates have not materialized, World Championship Wrestling officials are expecting to debut a new NWA show on superstation WGN in Chicago Sept. 15.

Though WGN programmers still deny a wrestling show is on its way to the Windy City national channel, a memo circulating in the Turner Program Services offices reportedly confirms the date.

If the program develops, it will be tailored exclusively for WGN to avoid syndicated exclusivity problems.



If you have the luxury of not working on a Sunday afternoon, chances are you enjoy being as far away from any reminder of the tensions your job daily brings.

But most spring and summer weekends, Jerry Lawler does the opposite. He barnstorms in a less violent fashion than his nightly ring wars. Lawler's All-Stars are somewhat The King and His Court of Memphis and travel weekends to take on challengers in fundraisers across the mid-South.

"We try to keep it within a 100-mile radius of Memphis but we enjoy getting out and meeting the people and trying to help raise money for important causes," Lawler told me in an interview for WBBJ-TV at Tohe Bailey Field in Jackson July 15. "It's a lot more relaxing and less punishing than being in the ring every night."

This particular day, the All-Stars would mow down the Jackson Police Department, a team of local newspaper players and Joel Goodhart's Squared Circle stars from Philadelphia. One of the Philly fellows (not Goodhart) lost his hair as part of the annual loss. But Lawler also wanted to talk about his fight against drugs and alcohol with youth, as detailed here several weeks ago.

"This may sound corny but it isn't. If we don't do something to stop kids from this stuff, this could mean the end of our country as we know it," said Lawler. "What I want to do is get to the 10, 11, 12, 13-year-olds and do a little preventive maintenance---get them to not even consider trying drugs or alcohol. We're going to the playgrounds and the schools and get to the kids where they're tempted most."

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TV TEMPO

July 16-22

(PRO WRESTLING '90) - Dino Minelli d. Billy Black; From 5-STAR: Jimmy Valiant d. Kevin Dillinger; CLASSIC: Gorgeous George d. Chief Don Eagle; Steve Prichard d. Moose Mahoney; INTL.: 6-women match from Japan; Bambi d. Peggy Lee Leathers; LOSER-LEAVE-GA (30 days): Nick Busich d. Joel Deaton. RESTHOLD-PLUS.

(NWA/SYND.) - [WORLD WIDE]: Southern Boys d. Kola Khan/Fred Avery; Samoan Swat Team d. Vince Van Doooley/Dave Johnson; Steiners d. Krusher Knopf/Mike Thor; Lex Luger d. James Earl Wright; Buddy Landell d. James McKinnon; Arn Anderson/Barry Windham d. Tony Burton/Tim Hughes. BOMB-PLUS.
[NWA PRO]: Paul Orndorff d. Zan Panzer; Freebirds d. Art Maser/Johnson; Brian Pillman/Tom Zenk d. Koff/J.D. Wolf; DANGER ZONE: Paul E. w. Sting; (WRAPUP) DOOM-Rock & Roll saga; Junkyard Dog d. Joe Padiera; S. Boys d. Mark Kyle/Barry Horowitz; DOOM d. Tim Horner/Mike Rotunda. RESTHOLD.

(USWA/SYND.) - [CHALLENGE]: Skip Young d. Dog of War; Kevin Von Erich d. Gary Young; (REPLAY) ANGLES: Jeff Jarrett dumps chips on Skandor Akbar during Devastation party; Chico Torres rubs hot sauce in Jeff's eyes; Jarrett/Billy Travis d. Sweet Daddy Falcone/Torres; (REPLAY) Chris/Toni Adams-Steve Austin/Jeanne Adams saga. RESTHOLD-PLUS.
[BEST OF CHAMPIONSHIP]: Dirty White Boys d. Ken Raper/T.D. Steel; Torres/Falcone d. Ward/Malhalla; (REPLAY) Jarrett-Devastation saga; Snowman d. Tim Hall; Joey Maggs/Rex King d. Wild Things for over top. RESTHOLD.

(LPWA) - [Synd.] - Rusty Thomas d. Tina Moretti; Ashley Kennedy/The Beast d. Locomotion; (LPWA TITLE) Susan Sexton d. Venus. RESTHOLD.
[Cable] - Shelley Francis d. Brittany Brown; Judy Martin/Lelani Kai d. Magnificent Mimi/Bambi; Linda Street d. Goddess when Jonathan Blue fouls up & hits Goddess; (REPLAY) Sexton d. Venus. DRAW.

(ICW) - Vic Steamboat/Eric Sapracea d. Undertakers; Southern Jet d. Fitzpatrick; Cyclone d. Latalia; G.Q. Madison d. Kingpin; Dawson d. The Psycho; Jose Luis Rivera d. Zap. BOMB.

(WINDY CITY) - Frank (The Tank) Nelson d. Joe Knuckles; Hurricane Smith d. Denny Thomas; Capt. Fantastic vs. Sonny Rogers ends in no contest. BOMB.

(WWF/USA) - [PRIME TIME]: Legion of Doom d. Bob Bradley/Al Burke; SEGMENT: Hogan interview; Warlord d. Jim Evans; Hillbilly Jim d. Pez Whatley; COBB CO.: Ted DiBiase visits Bubba Bossman's neighborhood; Barbarian d. Red Tyler; Jim Duggan d. Paul Diamond; Jim Brunzell d. Black Bart; Al Perez d. Jim Powers w. trunks; BRO. LUV: Hart Foundation-Demolition brawl; Lanny Poffo d. Mike Shelton; Bushwhackers d. Bennett/Carlson; DiBiase d. Ronnie Garvin. RESTHOLD.

(IWA) - Larry Cameron d. Taz Apollo; Manny Fernandez d. Dennis Allen; Farmer's Daughter d. Devila; Jules Strongbow d. Thunderfoot II; Afa d. Sonny Beach via DQ when Cameron runs in. RESTHOLD.

(CHI. CHAMPIONSHIP) - (MIDWEST TAG TITLE) Reynolds Bros. d. Tim Kelley/Tom Rizzo to keep belts; (MIDWEST TITLE) Terry (The Hammer) Scholl d. Van Harris to regain belt; Tony DeVito

d. Woody Gripper; Lumberjack Jim Barnes d. Leonard Means; ANGLE: DeVito throws away his accordion. DRAW.

(AWA/ESPN) - Buck Zumhofe/Baron Von Raschke d. George Anderson/Tom Stone; Jonnie Stewart d. Jake Milliman; D.J. Peterson d. W.T. Jones; (6-MAN) Sgt. Slaughter/Trooper/Nikita Koloff d. Russian Brute/Mike Enos/Larry Zbyszko. ANGLE: Ox Baker fires Brute; CLIPS: Larry Z losses to Sarge & Nikita, draw w. Trooper. BOMB-PLUS.

SCALE: PINEFALL!
Must See! PILE
DRIVER - Excellent.
POWERSLAM - Good
DRAW - Average
RESTHOLD - Fair
BOMB - Poor. PLUS -
Midscale rating

(WWF/SYND.) - [CHALLENGE]: Big Bossman d. Buddy Rose; Barbarian d. Scott Williams; Boris Zhukov d. Tyler; Rhythm & Blues d. Reno Riggins/Yates; VIDEO: Sgt. Slaughter; Duggan d. Diamond. RESTHOLD.
[SUPERSTARS]: DiBiase d. Powers; UPDATE: Summer Slam preview; Nikoli Volkoff d. Whatley; L.O.D. d. Stone/Black Bart; FEATURE: Sgt. Slaughter declares U.S. has gone soft by accepting Volkoff; BRO. LUV: Rick Rude/Heenan; Dino Bravo d. Paul Roma, who gets conked w. megaphone; ANGLE: Rockers try to help Roma, who shoves Marty & Sean, then Hercules comes to aid Paul and the 4 brawl; Rockers d. Bradley/Al Burke. DRAW.

(LUCHA LIBRE) - [2 Wks. Ago]: Canelo Casas/El Simbolo d. Excalibur/Sombra 2-3; Mascara Sagrada/Justiciero/Misterioso draw vs. Enigma de Oro/Skeletor/Kayan; El Hijo del Santo/Octagon/Astro de Oro d. Espectro Jr./Espectro de Ultratumba/Pirata Morgan 2-3 by DQ when de Oro unmasked; MS I/Cien Caras/Jacque Mate d. Cachorro Mendoza/Rayo de Jalisco/Foraon. DRAW.
[Last Week]: Aguila Solitaria/Aguila del Plata d. Casas/Comando Ruso 2-3; El Hijo del Gladiador/Hombre Bala/Jerry Estrada d. Justiciero/Misterioso/Sagrada 2-3; ANGLE: Morgan attacks del Santo during interview; Espectro Jr./Ultratumba/Morgan d. Octago/de Oro/del Santo 2-3; Solomon Grundy/Xavier Cruz/Paraon d. MS I/Mate/El Gran Markus Jr. 2-3. DRAW.

(SOUTHEASTERN) - Larry Santana d. Dr. Cool; Moondog Max d. The General, pulls General's trunks down, spansks him & Gen. leaves w. black briefs; Luke Graham Jr. d. Wild Earp; Jim Boss d. Golden Eagle; Richie Dye d. Sonny Heartless; Assassin/Killer Kyle d. Country Cousin/Jeff Bowman; VIDEO: (LOSER LEAVE) Superstar d. Denny McCormick; ANGLE: Boss brings pacifier for Graham but jams in J.C. Carson's mouth. RESTHOLD.

(NWA/TBS) - [WCW]: Pillman/Zenk d. State Patrol; (WRAPUP) 1. Rotunda tells Bob Caudle Norman's trucker father has died & Norm is dedicating life to him. 2. Stan Hansen suspension; Sid Vicious d. Hughes; Rich d. Shadow; DOOM d. Johnson/Burton; Mark Callous d. Padiera; R&R Ex d. Snake Watson/Cezana; Orndorff d. Paul Lee; (From BASH) Big Van Vader d. Zenk; Sting d. Horowitz; Ric Flair/Barry Windham d. Art Mesa/James McKennan (who?); ANGLE: Teddy Long taunts R&R Ex into singles bouts against DOOM until Ricky decks Teddy. RESTHOLD.

(USWA/WMC) - Dirty White Boys d. Steel/Deuce Mason; (From Mid-South) Jerry Lawler/Bill Dundee d. Eddie Gilbert/Tony Anthony but Tony handcuffs Tessa to rope & DWBs/Eddie attack Lawler/Dundee while Tessa is stripped; ANGLE: Lawler says Dundee/Tessa in Dallas. Gilbert/DWBs show up with chairs & trash cans to attack Jerry but Dundee Pearlharbors them with baseball bats & Lawler pulls his bat out, too; (STUDIO) #1 CONTENDER MATCH: Lawler d. Gilbert by DQ when DWBs run in.

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Eddie tries to burn Jerry but Lawler ducks & Tom Burton gets burned; Snowman d. Chris Frazier but Brian Lee taunts Snow & Eddie Marlin has to separate them; (USWA TAG TITLE) Rex King/Joey Maggs d. Lee/ Don Harris by reversal when ref learns Lee used chair on Maggs; (From DALLAS) Iceman Parsons handcuffed after backjumping Jeff Jarrett & the 2 brawl to a pullapart; Wild Things d. Ken Raper/Ben Jordan. POWERSLAM-PLUS.

LINES OF THE WEEK

1. Jim Ross, NME: "I'm going to explain RUNNING THE GAUNTLET to Missy Hyatt and if SHE can understand it, I'm sure all of you can." 2. Jesse Ventura, WWF: "Defamation of character on the Big Bossman? Don't you have to have character in order to DEFAMATE it?" 3. Al Madril, PORTLAND: "We have with us tonight some real Portland celebrities, the Lee Sisters: UGLEE, SickLEE and HomeLEE." 4. Ric Flair, NWA PRO: "They tell me Ted Turner, Jane Fonda, Jim Herd, everybody in power at TBS was high-fiving Sting after the BASH." 5. Bobby Heenan, PTW, on Legion of Doom: "Think how excited they'd be if they could get a good haircut." 6. Heenan, PTW, to Gorilla Monsoon: "I haven't seen you this happy since bananas went to 29 cents a pound." 7. Demolition Crush, PTW, on Legion of Doom: "You Demolition wanna-bes." 8. Vince McMahon, WWF: "Here's the man who inspired the motion sickness bag, Jesse (The Body) Ventura." 9. Dr. Alfonso Morales, LUCHA LIBRE, on Ultratumba's unsuccessful rip at del Santo's mask: "Aficionados, esto es historico!" 10. Craig Johnson, USWA, on Chico Torres: "He's like a bull in a bullring looking for a red cape."

11. Hyatt, NME, to Ross: "I just love how my nails match that little red thing in your pocket." 12. Paul E. Dangerously, DANGER ZONE, to Sting: "The Horsemen say you're a cartoon." 13. Michael St. John, USWA, on Tessa/DWG brawl: "We had more flesh on the scene than needed to be seen." 14. Arn Anderson, WCW: "Our flagship has been ripped from the forefront." 15. Jeff Collett, VWA HOTLINE, to Kimberly Murphy: "Most women are a sight for sore eyes. But you are a cataract." 16. Tom Zenk, WCW, on Pillman/Zenk: "We're still friends." 17. McMahon/Ventura, WWF: (VMc) "Just because someone has a million dollars doesn't make him a quality human being." (JV) "As long as you don't steal the money, it does."

STRONGEST COMMENTS - 1. Alfred Hayes, PTW, on L.O.D.: "This was the most awesome debut ever in the World Wrestling Federation." 2. Chris Adams, USWA, on Steve Austin/Jeanie: "If we KILLED them, it wouldn't equalize what they've done." 3. Sgt. Slaughter, WWF: "They say the Cold War is over. I say over my dead body."

QUESTIONS OF THE WEEK - 1. Ventura, WWF: "Do you think Beefcake's responsible for those (L.O.D.'s) hairstyles?" 2. Ventura, WWF, on Sapphire's bracelet: "Wonder if it was bought or stolen?"

NICKNAMES OF THE WEEK - 1. DEMOLITION IMPOSTERS (Heenan on L.O.D.). 2. CHAIRMAN OF THE HOWDAYA DO SOCIETY (Johnson on Billy Travis).

BEST PICTURES - 1. WCW, Sting rubbing head of little Stinger. 2. USWA, Jarrett dumping chips on Akbar. 3. USWA, Devastation 10th anniversary party. 4. WCW, Pillman dropkick

from top rope. 5. WCW, Hansen's face after suspension. 6. WWF, Paul Roma/Hercules turn. 7. SOUTHEASTERN, General losing trunks. 8. WCW, Orndorff raildropping Lee. 9. DANGER ZONE, Sting giving Paul E. 3 Stooges punch to nose. 10. WMC, Gilbert burning Tom Burton.

BEST AUDIO - USWA, Travis telling Falcone to "get your fat butt up."

PASSWORD OF THE WEEK - DEFAMATE (Ventura, WWF: "Don't you have to have character in order to DEFAMATE it?")

DREADED GLITCH AWARD - TBS/WCW, for spelling Tony Burton's last name as BARTON.

BLOOPER AWARDS - 1. Monsoon, PTW: "COBBS County." 2. Ross, WCW, for calling Tony Burton "Bobby Mercedes" (but he quickly corrected it).

BOO AWARDS - 1. USWA, for Tessa/DWG post-match. 2. WWF, for not editing out comedy remark about Beefcake during SUPERSTARS. 3. WMC-TV, Memphis, for not bleeping out Jeff Jarrett saying, "I don't give a s---!" A lot of you may not agree but a bit of discretion is still in order.

TUBE TALK

Late word is Brutus Beefcake is out of the hospital and his recovery is good for what he's been through but he still faces intense therapy....Paul E. has been named co-host of the WPIX NWA show in New York. He'll also shoot some location spots at the China Club and Wall Street....Rocket Rebel is the new Tri-States heavyweight champ after a win Saturday in Philly....Michael St. John subbed for Dave Brown on the WMC/Memphis show Saturday....One false claim: the WMC show is not, in fact, the only live weekly wrestling show left in America. Let's not forget the live SOUTHEASTERN show in Chattanooga, which actually had commercials last week.

Snowman defended the USWA belt vs. Brian Lee Monday in Memphis....the Lawler-Gilbert match on WMC was a change from a planned Dundee-Gilbert bout....Dirty Dick (Rich) Daniel is back on WNET in Gaithersburg MD with his INSIDE THE SQUARED CIRCLE starting next Saturday at 11 a.m. The hour show has a 4-week guarantee....Arn Anderson went to the overtime shift in interviews Saturday. He's an articulate spokesman but whether by design or not, the emphasis is clearly not on Barry Windham at this point.

Sgt. Slaughter's segment on WWF Saturday dispels all talk (see page 5) of him having a brief babyface stint before a program with Nikoli Volkoff....Sting will likely have an encore FAMILY FEUD appearance in September but it will be with some of the lower-card NWA guys, such as Norman and Mike Rotunda. The taping will be on the same night as NWA TV.... This could be a last hurrah for Memphis as a circuit but Eddie Gilbert is quickly getting intense heat and the burn angle set the tone for an explosive show Saturday. I hope to be at the WMC studios for this Saturday's show.

Expect a Tugboat/Bossman team to take on Earthquake/Bravo after SUMMER SLAM and a Dusty-DiBiase series, along with Jake & Duggan vs. Hennig/Rude....Some members of Owen Hart's family insist he's not going to the NWA in August but I had two confirmations from the office this past week that he is coming. We'll see....POWER HOUR and NWA MAIN EVENT results from this past week will be listed next week. With both airing late on Sunday, they're past our deadline....We are working on a forthcoming monthly newsletter of a different end of the TV business. If you'd like a sample, let me know. FSB.

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YES, THEY WILL: Had an interesting conversation with an NWA insider this past week, who told me, "I know we've told people to be patient with us but they're going to have to be even more patient. But I think this thing is on the right track." The source vows that Ole Anderson is about to give a number of the younger performers pushes and "people will see a marked difference in us this fall."

WHO'S GETTING IT?: The Pillman/Zenk reunion at TV tapings is apparently the signal of a re-push for that twosome. But whether they'll move in a title shot direction is uncertain.

ST. PETE TIME: STARRCADE in St. Petersburg is now considered a "95% sure thing." And it appears to be headed for Saturday night, Dec. 15, instead of the midweek date. Some sentiment is even for a Sunday night slot but with the relative success of Saturday PPVs, bet on the 15th.

WE'RE TIRED: One other note from a key source is on the recent criticism of NWA matchups---"We know everybody thinks JYD was a lousy opponent for Flair. We're tired of reading how JYD's too fat. That was a stopgap, short-term thing. People just don't understand why certain things are done."

LPWA LINEUPS: Diamond Dallas Page will be taking over the Sgt. Slaughter color slot with Ken Resnick on the LPWA syndicated lineup. And when Chris Cruise takes over the LPWA cable play-by-play chores, he'll likely be joined by Ashley Kennedy, currently an LPWA manager.

OUTS FOR IWA?: At least two sources are telling us the IWA is on shaky ground beyond its 13-week contract with Sports Channel America. Production values, lighting and overall wrestling content have been weak.

THE RING: Another new entry in the wrestling talk/radio sweepstakes is THE WRESTLING RING, an extended segment three nights a week on WPST-FM in Trenton NJ, which serves the Philadelphia metro area. Jim Horne is the host on the shows between midnight at 5:30 a.m. Emphasized is wrestling memorabilia, swap shop and weekly news.

THIS WEEKEND: Expect a Lex Luger-Horsemen angle at some point of the Saturday WCW show and also a strong Scott Steiner-Fatu match on one of the other NWA shows.

CALGARY CALLING: A camera crew will follow (or may already have followed) Owen Hart around Calgary for three days for segments surrounding his NWA August debut.

KERRY APPEARS: Kerry Von Erich did indeed make his WWF date but the story goes he will hardly be referred to as a Von Erich and almost exclusively as Texas Tornado.

MEMPHIS HEAT: Jerry Lawler and Bill Dundee beat Eddie Gilbert and Tony Anthony on a reverse decision after a run-in by Tom Burton and the Dirty White Girl Monday before last. The July 22 rematch was to have Burton handcuffed to the ropes and Tessa handcuffed to DWG.

GOING TOO FAR: Kimberly Anthony (DWG) was attacked by a male fan on her way back to the dressing room at the July 15 show and a warrant was reportedly taken out against the fan

MATWATCHING

for attempted sexual assault. Tony Anthony took some of the hide from the nut.

SWITCH COMING?: After Saturday morning's angle between Dundee and Gilbert on WMC-TV, bet the mortgage Gilbert will get the USWA title shortly from Snowman to set up another Gilbert-Lawler feud for the belt.

FAMILY OF REGULARS: Gilbert is also about to debut his old CWF Mr. Dothan (John Gilliam) as J.J. Gilliam (pronounced GILL-em), who will act as a dufus valet/manager for Eddie. Joey Maggs is probably headed for a turn to heel but Gilbert's major plans for Ken Wayne are going sour because Wayne doesn't want to work anywhere but Memphis.

ANOTHER SWITCH: Chris Champion will probably stay under the USWA mask as Cowabunga but also will team with Rex King once Maggs goes heel.

AN OLD STORY: But one puzzler: we've all complained how the USWA has had separate champions in Memphis and Dallas. How's this? The Memphis show is not seen in Nashville, so on the July 14 show at the Nashville Fairgrounds, Snowman "won" the belt from Lawler, who had never lost it in Music City.

TAMPA TALK: July 19 at the Sportatorium, Terminator d. Al Green in a lights out match and Lou Perez beat Jim Backlund when Mark Starr ran in.

POWER DATES: This weekend and next, as the Goodwill Games wrap up, NWA POWER HOUR will be in its usual Saturday morning slot and at 7:05 p.m. (EDT) Sunday nights after MAIN EVENT. WCW will be two hours in its usual time both weekends.

GETTING TOGETHER: David Leehey's Virginia Wrestling Association fans convention is building for Aug. 24-26. Cost is \$50 with hotel space available at the Richmond Sheraton at \$47.95 per night (1-800-628-7601 for reservations). Topping it will be a 24-man single elim tourney to crown a new VWA champ with Ivan Koloff, Sam Houston and the Royal Family among the entrants.

THE GREMLINS: In case you wonder why the Cruise/Funk excerpts have not appeared again this week, our tape of the PRO WRESTLING SPOTLIGHT guest shot of the two inadvertently disappeared. We'll look in the next week. Terry spent part of the last weekend in Las Vegas before returning to the Double Cross Ranch.

BAD VIBES: Lots of phone complaints to the MATWATCH HOTLINE about Vince's nonchalant treatment of the Beefcake injury weekend before last. It was a hot topic on a couple of wrestle/talk shows about how Gordon Solie's mention on the POWER HOUR had much more class. At least Vince did acknowledge it but I was annoyed, too, that we had to relegate it to a postponement of his I-C title quest against Curt Hennig.

RUDELY SPEAKING: On the talk show circuit, Rick Rude will appear with ARSENIO HALL Friday night. And it appears that SALLY JESSY RAPHAEL wrestling special will surface soon.

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LAWLER'S STARS (Continued from Page 2)

During the tripleheader sweep, much attention was focused on Brian C. Hildebrand, who pseudonyms as Dr. Mark Curtis, an Eastern independent manager. July 14 on WMC-TV in Memphis, Brian was the "fan" Eddie Gilbert attacked in a show-opening angle. Several youngsters recognized Hildebrand as the injured party and Jammie Ward as the fan who helped Brian back to his seat in the WMC studio.

Most were asking if Brian was okay, to which he usually replied: "It still hurts and my chest is pretty red but I'm making it okay." It was all funny until two fans approached and thought Hildebrand was Downtown Bruno.

Interestingly, only Lawler himself knew of Gilbert's plan to deck a fan. Promoter Eddie Marlin grabbed Gilbert after the angle and was aghast. "You're gonna get us sued," said Marlin. "What in the world were you thinking about?" Wrestler Tony Anthony was also incredulous. The hysterical Gilbert was doubling over with laughter before he told Marlin and Anthony of the plan.

Lawler illustrated how such angles keep the WMC show the highest-rated wrestling show in the U.S. "Wrestling is still far too overexposed and it will cycle back down," said Lawler. "It took a long time to cycle back to the local circuits in the fifties with Gorgeous George on national TV every week. But the people will eventually get tired of all this exposure and the ratings will drop for all the national shows."

Could be more of a longing wish for Lawler. But as long as the shares keep coming in on WMC, the show will continue and the weekend trips for Lawler's All-Stars will stay a popular extended staple.

RATINGS RAP

PTW BACK TO TOP; WCW TAKES

BIG HIT IN ODDBALL TIME

Despite a strong rally from NWA MAIN EVENT, USA Network's PRIME TIME WRESTLING regained the top spot in the weekly cable ratings for the period ending July 16.

PRIME TIME, toplined by the Hulk Hogan "unretirement" interview and a Ronnie Garvin-Ted DiBiase confrontation, scored

a 3.2 rating and 5.2 per cent share of audience in 1.69 million homes.

MAIN EVENT had its strongest outing of the summer with a 3.0 rating and strong 7.4 share. NME scored higher than the other two primary TBS wrestling shows combined.

WORLD CHAMPIONSHIP WRESTLING suffered its lowest rating in more than a year after being bumped to a 4:05 p.m. start time because an Atlanta Braves rainout the evening before prompted a 5:05 p.m. Braves doubleheader. WCW, only tallied a 1.3 rating, despite repeated crawls on both POWER HOUR showings to alert the audience of the time switch. The tripleheader of "beach party" movies leading in also scored sour ratings.

In syndication, the WWF was on top by a 1.5 margin over the NWA and the WRESTLING NETWORK-PLUS package of USWA and GLOW reruns hit a high enough rating to be listed.

CABLE

Week Ending July 16	Rating	Share	Total Homes
WWF PRIME TIME (USA 7/16)	3.2	5.2	1.69 million
NWA MAIN EVENT (TBS 7/15)	3.0	7.4	1.64 million
WWF ALL-AMERICAN (USA 7/15)	2.6	8.0	1.37 million
NWA POWER HOUR (TBS 7/13)	1.4	2.8	763,000
NWA WORLD CHAMPIONSHIP (TBS 7/14)	1.3	3.6	708,500
NWA POWER HOUR (R) (TBS 7/14)	0.9	9.4	491,000

SYNDICATION

Week Ending July 1	Rating	Stations	Pct. U.S.
WORLD WRESTLING FEDERATION	8.4	254	98%
THE WRESTLING NETWORK (NWA)	6.9	170	94%
WRESTLING NETWORK-PLUS (USWA/GLOW)	4.4	111	82%

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